

Response to Amendment

The Amendment received on November 25, 2009 is acknowledged and entered. Claim 11 has been amended. Claims 8 and 13 have been canceled. Claim 201 has been added. Claims 15-72, 81-132, 141-194, and 200 have been withdrawn. Claims 1-7, 9-12, 14, 73-80, 133-140, 195-199, and 201 are currently pending due to Examiner's amendment canceling previously withdrawn claims 15-72, 81-132, 141-194, and 200.

Drawings

1. The drawing(s) filed on November 10, 2005 are accepted by the Examiner.

Specification

2. The objection to the Abstract has been withdrawn due to Applicant's amendment.

Claim Rejections - 35 USC § 112

3. The rejection of claim 11 under 35 U.S. C. 112, 2nd paragraph has been withdrawn due to Applicant's amendment.

EXAMINER'S AMENDMENT

4. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Daniel Sheridan (Reg. No. 53585) on March 25, 2010.

The application has been amended as follows:

IN THE CLAIMS

1. (Currently Amended) A processor-implemented method ~~for using a computer~~ to facilitate an on-line bounce back transaction, comprising:

transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;

receiving a seller acceptance of said conditional purchase offer for said first product or service and subsequently receiving a bounce back offer associated with the first product or service to acquire a second product or service as part of an independent bounce back transaction with a hyperlink to a cobranded web site; and

accessing, via the processor, said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

Claims 15-72 (Canceled).

Claims 81-132 (Canceled).

133. (Currently Amended) A non-transitory computer readable medium for facilitating an on\ - line bounce back transaction, comprising:

code executable by a processor for transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;

code executable by the processor for receiving a seller acceptance of said conditional purchase offer for said first offer or service and subsequently receiving a bounce back offer associated with the first product or service to acquire a second product or service as part of an independent bounce back transaction with a hyperlink to a cobranded web site; and

code executable by the processor for accessing said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

Claims 141-194 (canceled).

195. (Currently Amended) A processor-implemented method for facilitating an independent on-line bounce back transaction spawned from an initial transaction, comprising:

transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price as part of an initial transaction;

receiving a seller acceptance of said conditional purchase offer for said first product or service and subsequently receiving a bounce back offer associated with the

Art Unit: 3628

first product or service, wherein the bounce back offer is configured to initiate a subsequent transaction to acquire a second product or service with a hyperlink to a cobranded web site; and

accessing, via the processor, said cobranded web site to effectuate said subsequent bounce back transaction with a supplier-partner for said second product or service.

Claim 200 (Canceled)

Allowable Subject Matter

5. Claims 1-7, 9-12, 14, 73-80, 133-140, 195-199, and 201 are allowed.

The following is an examiner's statement of reasons for allowance:

6. **As per independent claims 1, 73, 133, and 195**, the prior art of record, specifically *Tavor et al.* (US Patent No. 6,553,347), while disclosing automatic virtual negotiations, teaches offering the user several presents or benefits in order to secure the sale; *Forward* (US Patent No. 6,578,011), while disclosing a system and method for directing and instructing customers to deal with specific merchants using incentives, teaches that the system presents with each item for sale, incentives that may be realized if that item is purchased; and *Porat et al.* (US PG Pub. 2009/0292647), while disclosing a method, system and business model for a buyer's auction with near perfect information using the internet do not disclose or fairly teach:

receiving a seller acceptance of said conditional purchase offer for said first product or service and subsequently receiving a bounce back offer associated with the

Art Unit: 3628

first product or service to acquire a second product or service as part of an independent bounce back transaction with a hyperlink to a cobranded web site; and

accessing said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

7. **The NPL prior art of record**, specifically, ""Setting the Pace - Marketers Are Taking Motorsports in New and Different Directions; Attendance at NASCAR is Growing", in view of "Gifts Certificates: The Flexible Incentive", does not disclose or fairly teach:

receiving a seller acceptance of said conditional purchase offer for said first product or service and subsequently receiving a bounce back offer associated with the first product or service to acquire a second product or service as part of an independent bounce back transaction with a hyperlink to a cobranded web site; and

accessing said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

8. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Freda A. Nelson whose telephone number is (571) 272-7076. The examiner can normally be reached on Monday -Wednesday and Friday, 10:00 AM –6:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on 571-272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/F. A. N./

Examiner, Art Unit 3628

/JOHN W HAYES/

Supervisory Patent Examiner, Art Unit 3628